

PRESS RELEASE

CRU WORLD OPTICAL FIBRE & CABLE CONFERENCE IN MILAN

PRYSMIAN GROUP: GLOBAL ECONOMIC UNCERTAINTY WILL NOT SLOW DOWN DIGITAL TRANSFORMATION

EVP P. VANHILLE: "NEED FOR CONNECTIVITY IS GROWING. WE WILL KEEP INVESTING IN RELIABILITY, PERFORMANCE AND SUSTAINABILITY OF OUR OPTICAL FIBRE SOLUTIONS"

Milan, 8th November 2022 - The growing macro-economic and market uncertainty will not slow down digital transformation. The process has just begun, and we're seeing in fact an acceleration rather than a falloff of the digital processes. This is the message delivered by Philippe Vanhille, EVP Telecom Division at Prysmian Group, in the occasion of the CRU World Optical Fibre & Cable Conference.

Prysmian Group, world leader in the energy and telecom cable systems industry, is hosting the Conference in Milan, and for the first time in Europe, from November 7-9. The event will be an opportunity for the various industry leaders to exchange views with respect to the challenges and critical issues facing the steady growth of recent years, as well as to discuss new opportunities and the ability to meet the ever-increasing global demand.

The need for high-performance, high-density broadband networks has never been more evident and essential. Despite the presence of some obstacles that could challenge the implementation of reliable and agile infrastructure such as, for example, inflation, commodity shortages and the labor crisis, not only are Countries experiencing a phase of digitization and technological progress that will not be repeated, but more importantly, the need of connection and infrastructure is globally undeniable and unavoidable. For this reason, the direction the market is taking is to leverage even more on innovation, which will continue to be the main driver for creating value; together with the reshoring of industrial activities, which will be more and more decisive; and, undoubtedly, ESG issues, which will play an increasingly important role.

"As an industry leader, we will continue to provide communities and businesses with the best solutions, namely those that combine reliability, performance and sustainability," added Vanhille. "The key to success will be the ability to adapt to the new era we are already entering, and we at Prysmian possess all the tools and spirit to meet the needs of our stakeholders, the community and the Planet."

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 150 years of experience, sales of over €12 billion, about 29,000 employees in over 50 countries and 108 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

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